

AM Advertisers deem these floor decals beneficial because floor decals can be located on the floor of a grocery store proximal to the area in which a product is shelved. These floor decals also increase the space that can be utilized in stores and public places for the location of advertisements. Although the systems and methods of this invention can be used with floor decals, they are not limited in use to such an application except where so limited by the claims.

Please replace the paragraph beginning at page 2, line 12, with the following rewritten paragraph:

AM Although the use of electroluminescent displays and floor decals, have been met with widespread acceptance, there is a need for systems and methods of conveying information which interface with humans. For example, there is a need for systems and methods of conveying information with electroluminescent displays which change their displayed message when the presence of a person is detected. The inventions described herein include, but are not limited to, methods and systems for conveying information which interface with humans. There is also a need for electroluminscent displays that can advertise on the floor. The inventions set forth herein include electroluminescent displays for advertising on the floor and electroluminescent displays which have a changing message based upon the how close a human is to the display and whether a human has interfaced with the display.

Please replace the paragraph beginning on page 18, line 12, with the following rewritten paragraph:

AB After executing the fifth set of instructions, the controller determines if the interface signal is present at step 212. If the interface signal is not present, the controller determines whether a motion signal is present at step 214. If there is a motion signal present, the controller reads the fifth set of instructions again at step 208 and creates the second sound 210. In other words, the controller 16 remains in the audience mode. Conversely, if there is not a motion signal present at step 214, steps 204 and 206 are repeated and the controller 16 returns to the attract mode at steps 204, 206.

In the Claims:

Please add claims 74-115 as follows:

AC 74. A self contained electroluminescent floor display, comprising:
a plurality of electroluminescent lamps that can be illuminated; and
a direct current power source mounted within the display and electrically connected to the electroluminescent display to power the electroluminescent display.

75. The floor display of claim 74, further comprising a controller that is powered by the power source and controls the illumination of the lamps.